

**CITY OF
CAMBRIDGE
VISION ZERO
ADVISORY
COMMITTEE**

MAY 25, 2017



**VISION
ZERO**
CAMBRIDGE

Agenda

- ▶ Welcome + Introductions
- ▶ Introduction to Vision Zero
- ▶ Outreach and Education
- ▶ Ongoing Projects
- ▶ Vision Zero Data
- ▶ Vision Zero Action Plan
- ▶ General discussion
- ▶ Goal Setting exercise
- ▶ Housekeeping and Next Steps

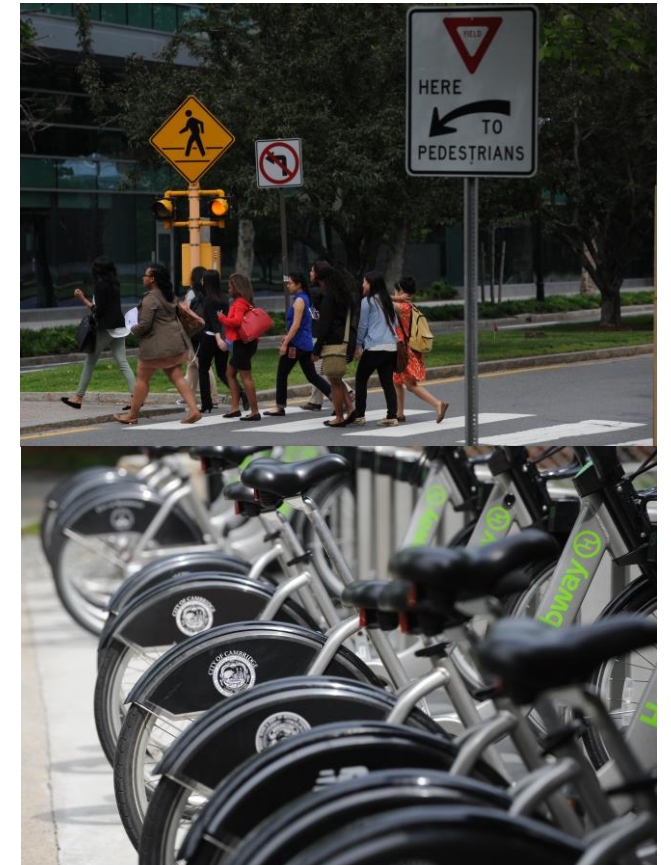


Welcome + Introduction

Cambridge + Vision Zero

The Cambridge Context

- ▶ Population ~110,000
- ▶ 70% of Cambridge residents commute using sustainable modes
- ▶ Vehicle ownership falling
- ▶ 37+ miles of bike infrastructure
- ▶ 5 million+ Hubway rides system-wide since 2012 launch in Cambridge.
- ▶ Transit Access
 - ▶ 5 Red Line stations
 - ▶ 1 Green Line station
 - ▶ 1 Commuter Rail Station
 - ▶ 34 MBTA Bus Routes
 - ▶ Multiple publicly accessible shuttles
 - ▶ 250,000 daily trips starting or ending in Cambridge



What is Vision Zero?

- ▶ Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all.
- ▶ First implemented in Sweden in the 1990s, Vision Zero has proved successful across Europe — and is now gaining momentum in major American cities.
- ▶ Vision Zero focuses on identifying the steps necessary to meet the goal of zero fatalities and severe injuries and creating the collaborative framework needed to meet the goal.

Why Adopt Vision Zero?

- ▶ Changes the conversation to focus on public health and harm reduction.
- ▶ Moves away from the discussion of one transportation mode vs. another transportation mode.
- ▶ Focuses on goals that are difficult to disagree with, while also achieving other City goals.
- ▶ Many of the key elements are already in place/underway

“US pedestrian fatalities rising faster than ever before, study says”

Why Adopt Vision Zero?

- ▶ ***Vision Zero is a Public Health Issue.***

Each year, more than 40,000 people are killed in traffic crashes, a preventable epidemic that must be addressed with the same data-driven rigor used by public health officials to address any other epidemic. In Cambridge, Vision Zero is embedded in Cambridge's Community Health Improvement Plan, as part of its Healthy Eating and Active Living health priority area.

- ▶ ***Vision Zero is a Public Safety Issue.***

Traffic violence impacts the safety of the general public every day, with the same negative outcomes we see from crime, natural disasters and other public safety issues.

- ▶ ***Vision Zero is a Quality of Life Issue.***

Safe streets create a walkable, bikeable environment that is welcoming and safe for people of all ages and abilities.

- ▶ ***Vision Zero is an Equity Issue.***

Traffic violence disproportionately impacts disadvantaged and vulnerable populations.

US Cities Committed to Vision Zero

Vision Zero Cities

A Vision Zero City meets the following minimum standards:

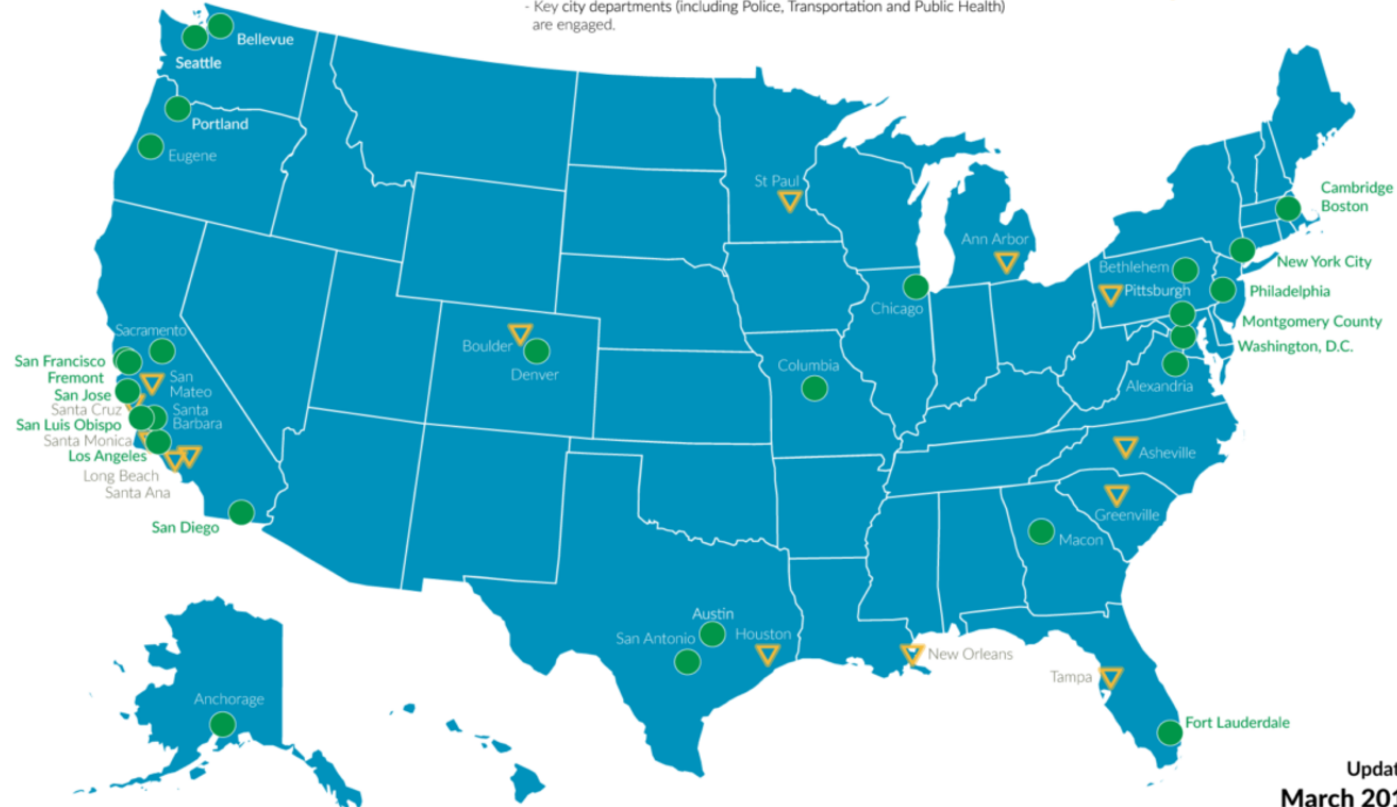
- Sets clear goal of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero
- Vision Zero plan or strategy is in place, or Mayor has committed to doing so in clear time frame
- Key city departments (including Police, Transportation and Public Health) are engaged.



Vision Zero City



Considering Vision Zero



Updated
March 2017

Source: Vision Zero Network

City Council Resolution-3/21/16

Resolved	That the City of Cambridge goes on record as committing to Vision Zero, with goals of eliminating transportation fatalities and serious injuries, as well as continuing to reduce the crash rates for all modes; and
Resolved	That the key City departments noted above will develop an initial Vision Zero Action Plan, which will be updated bi-annually (every two years); and
Resolved	That the key City departments noted above will continue to develop yearly updates to the crash statistics and safety analysis, which will provide a basis for developing updates to the Action Plan and generally pursue actions aimed at achieving the goals of Vision Zero.

Nine Components of a Strong Vision Zero Commitment

Political Commitment	✓
Multi-Disciplinary Leadership	Happening Today
Action Plan	In Development
Equity	✓
Cooperation and Collaboration	Happening Today
Systems-Based Approach	✓
Data-Driven	✓
Community Engagement	Started, Needs Enhancement
Transparency	✓

Source: National Vision Zero Network

Progress to Date

- ▶ March 2016: Vision Zero commitment adopted by City Council unanimously
- ▶ November 2016: Left-turn restriction in Inman Square
- ▶ December 2016: Speed Limit lowered to 25 MPH citywide
Two short demo segments of separated bike lanes installed on Mass Ave
- ▶ January 2017: Began public engagement for Inman Square Redesign
- ▶ March 2017: Began public engagement for Cambridge Street bike safety demonstration project
- ▶ April 2017: Vision Zero included as a key initiatives in City Budget
- ▶ May 2017: Conceptual design review for Inman Square
Public engagement for participatory budgeting separated bike lanes

Lower Speed Limit



Initiatives Underway

Truck Safety Equipment



Initiatives Underway Street Redesign



Initiatives Underway

Traffic Calming



Initiatives Underway Leading Pedestrian Intervals



Initiatives Underway Traffic Enforcement





Talking Transportation

What does Cambridge do to talk to people about transportation?



CitySmart



FAST. FLEXIBLE. FUN.

Fun,
engaging,
educational

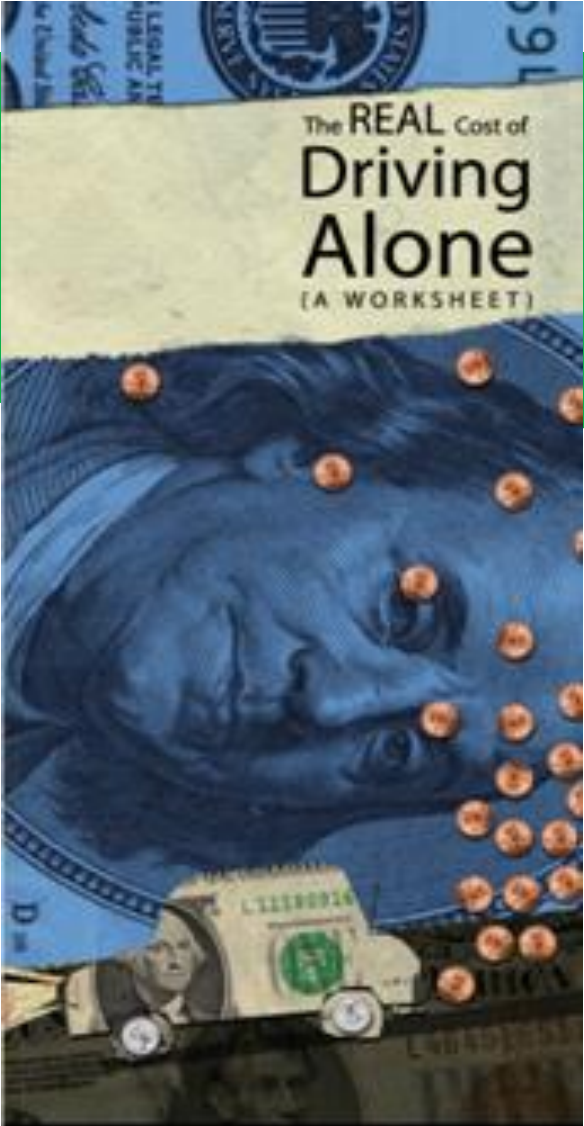
brochures
and other
materials

Walk This Way



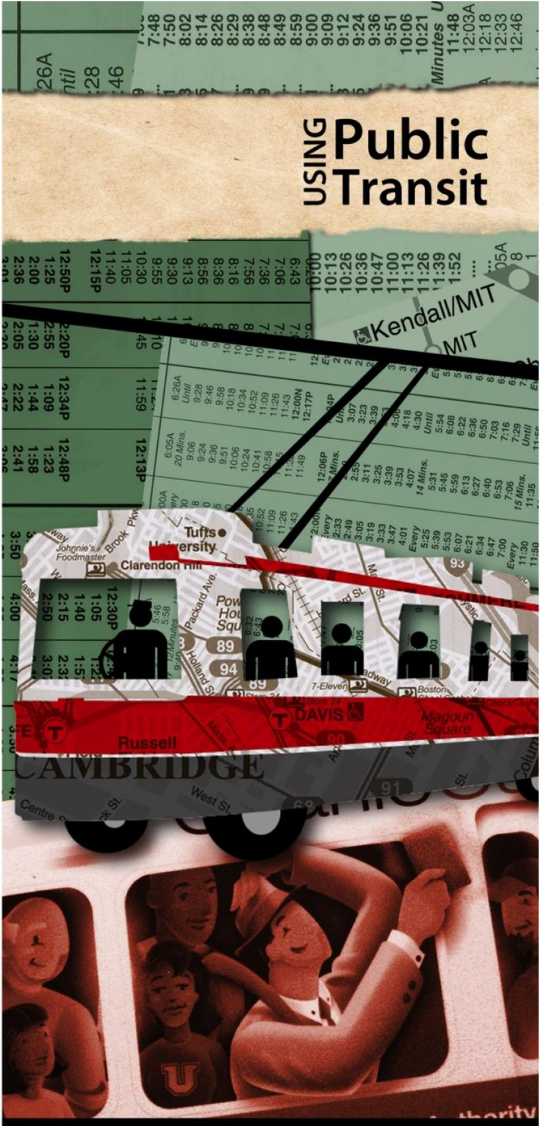
CitySmart
FAST. FLEXIBLE. FUN.

The REAL Cost of Driving Alone
(A WORKSHEET)



CitySmart
FAST. FLEXIBLE. FUN.

Public Transit



CitySmart
FAST. FLEXIBLE. FUN.

BICYCLING IN CAMBRIDGE



CitySmart
FAST. FLEXIBLE. FUN.

TOP 5 MOST IMPORTANT RULES OF THE ROAD

- 

1 Do not talk on the phone or text while driving.
Put the phone down and focus on the road. It can wait.
- 

2 Do not open doors without looking.
Cyclists are people, too. Open the door with your inside hand to make sure the door doesn't hit a person on a bike. Watch for bikes.
- 

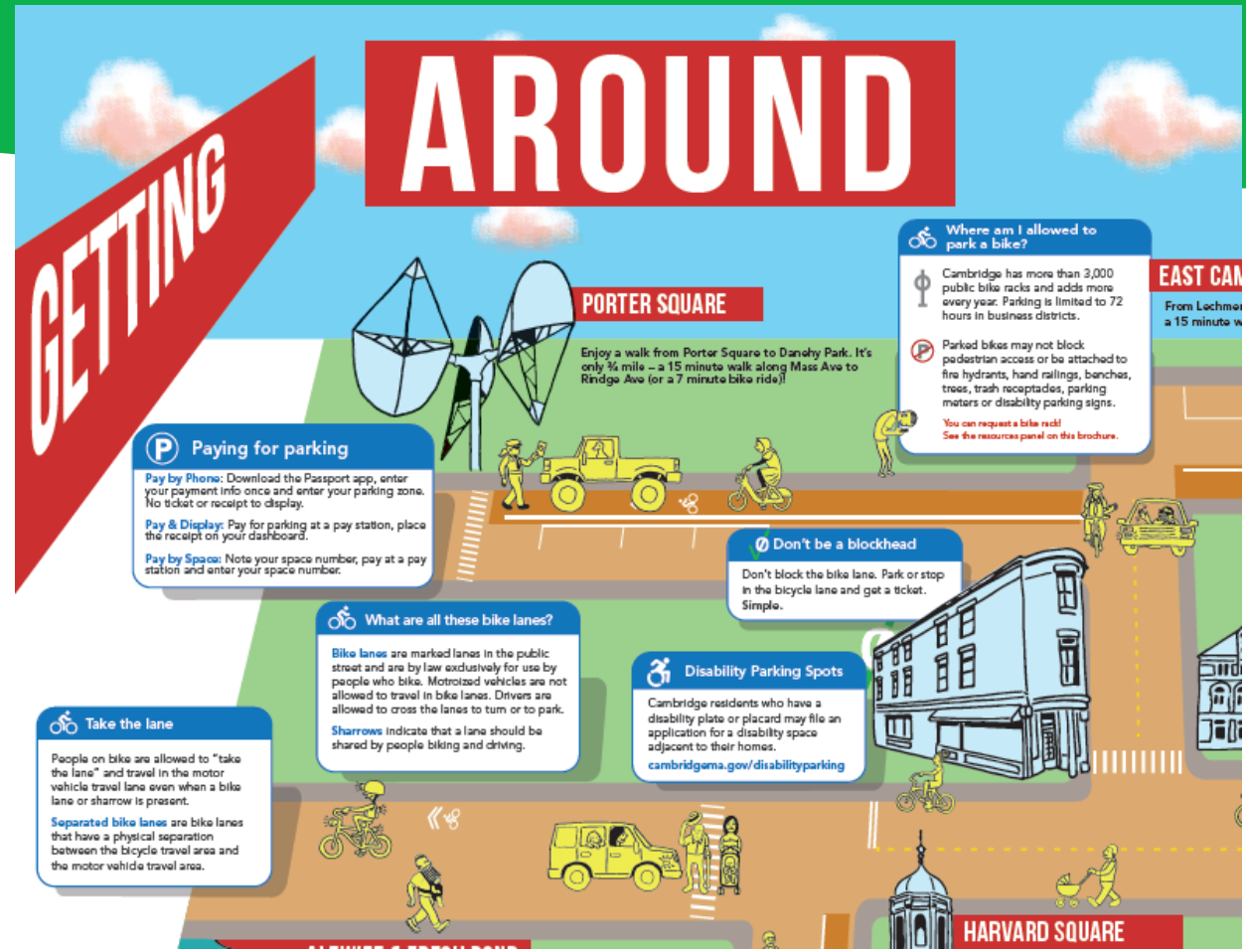
3 Do not stop in the bike lane.
The road is for everyone. Stay clear of bike lanes and don't double park.
- 

4 Stop for people walking.
Pedestrians are not bowling pins. Stop for them at crosswalks.
- 

5 Watch carefully when turning right and left.
Yield to people biking and walking before turning. Look out for each other.

Cambridge Street Code
Let's give each other a break. Be a little more patient, and remember that we are all trying to get somewhere safely. When you see it, bike, use public transit, or drive, you play an active role in the transportation system. Please follow the rules and be patient.
bit.ly/CambridgeStreetCode

Getting Around Cambridge Map



GETTING AROUND

PORTER SQUARE
Enjoy a walk from Porter Square to Danahy Park. It's only ¼ mile – a 15 minute walk along Mass Ave to Rindge Ave (or a 7 minute bike ride)!

Paying for parking
P Pay by Phone: Download the Passport app, enter your payment info once and enter your parking zone. No ticket or receipt to display.
P Pay & Display: Pay for parking at a pay station, place the receipt on your dashboard.
P Pay by Space: Note your space number, pay at a pay station and enter your space number.

Where am I allowed to park a bike?
Cambridge has more than 3,000 public bike racks and adds more every year. Parking is limited to 72 hours in business districts.
Parked bikes may not block pedestrian access or be attached to fire hydrants, hand railings, benches, trees, trash receptacles, parking meters or disability parking signs.
You can request a bike rack. See the resources panel on this brochure.

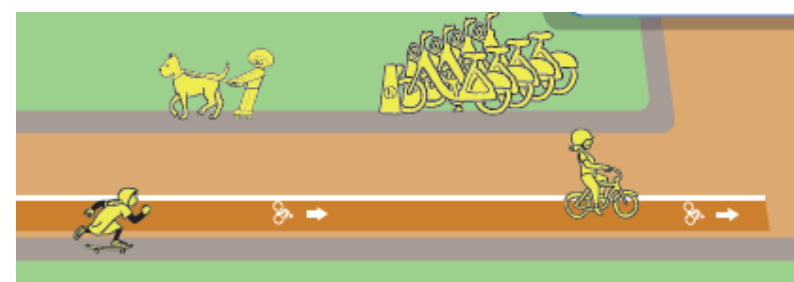
Don't be a blockhead
Don't block the bike lane. Park or stop in the bicycle lane and get a ticket. Simple.

What are all these bike lanes?
Bike lanes are marked lanes in the public street and are by law exclusively for use by people who bike. Motorized vehicles are not allowed to travel in bike lanes. Drivers are allowed to cross the lanes to turn or to park. Sharrows indicate that a lane should be shared by people biking and driving.

Disability Parking Spots
Cambridge residents who have a disability plate or placard may file an application for a disability space adjacent to their homes.
cambridgema.gov/disabilityparking

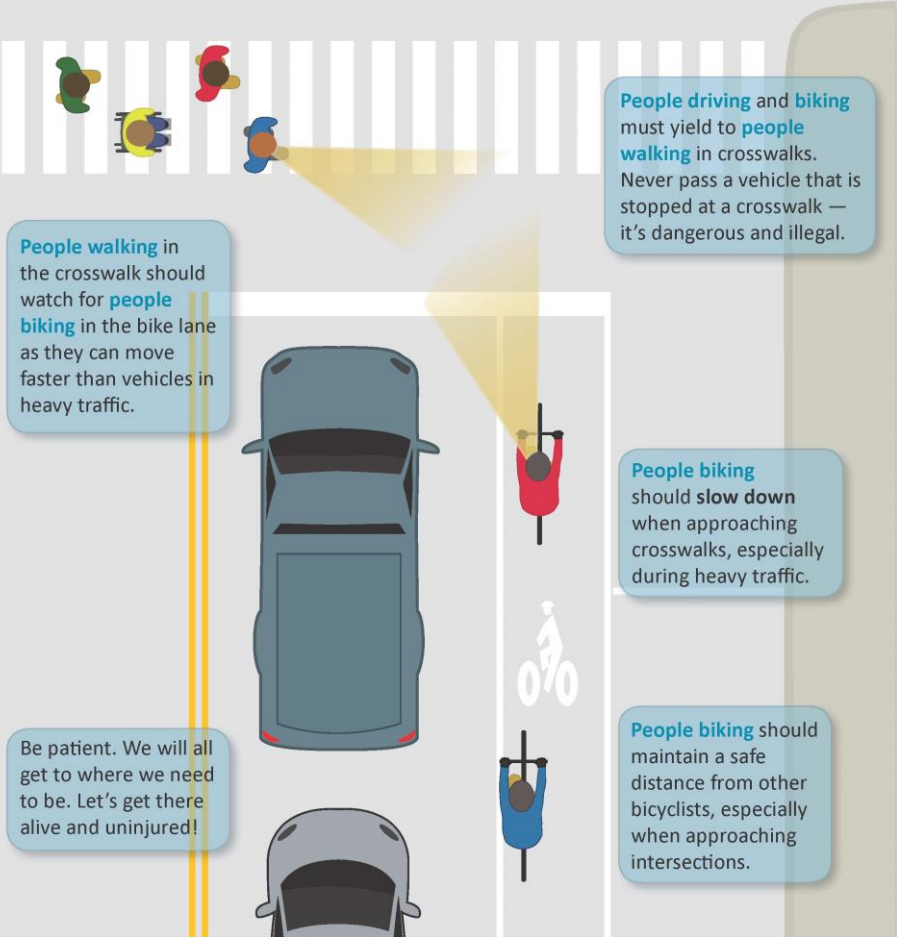
Take the lane
People on bikes are allowed to "take the lane" and travel in the motor vehicle travel lane even when a bike lane or sharrow is present.
Separated bike lanes are bike lanes that have a physical separation between the bicycle travel area and the motor vehicle travel area.

HARVARD SQUARE



WATCH FOR PEOPLE

Intersections and crosswalks are full of activity. Be alert when approaching an intersection or crosswalk and watch out for **people!**



People walking in the crosswalk should watch for **people biking** in the bike lane as they can move faster than vehicles in heavy traffic.

Be patient. We will all get to where we need to be. Let's get there alive and uninjured!

People driving and biking must yield to **people walking** in crosswalks. Never pass a vehicle that is stopped at a crosswalk — it's dangerous and illegal.

People biking should slow down when approaching crosswalks, especially during heavy traffic.

People biking should maintain a safe distance from other bicyclists, especially when approaching intersections.



City of Cambridge
Massachusetts
www.cambridgema.gov/visionzero

Cambridge Street Code

SEPARATED BIKE LANES

Separated bike lanes, also known as cycle tracks and protected bike lanes, physically separate bicycle traffic from vehicular traffic. Pay close attention at intersections where separated bike lanes cross roads and crosswalks. Some are one-way, some are two-way. **People biking** should ride in the correct direction. **People walking** should stay on the sidewalk — do not walk on the separated bike lane.

When turning right, **people driving** must yield to pedestrians and cyclists crossing.

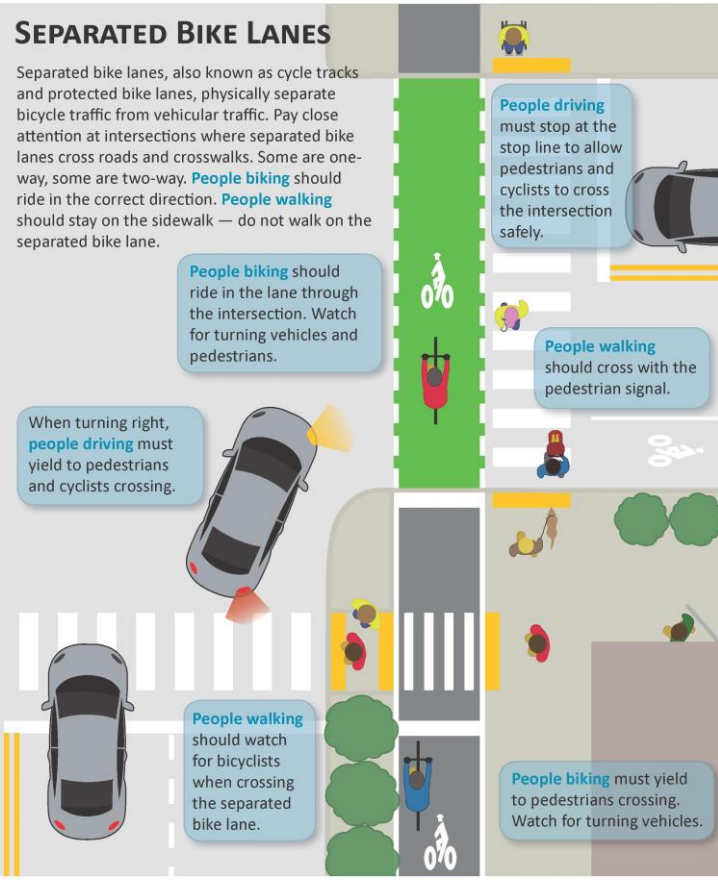
People biking should ride in the lane through the intersection. Watch for turning vehicles and pedestrians.

People walking should watch for bicyclists when crossing the separated bike lane.

People driving must stop at the stop line to allow pedestrians and cyclists to cross the intersection safely.

People walking should cross with the pedestrian signal.

People biking must yield to pedestrians crossing. Watch for turning vehicles.



City of Cambridge
Massachusetts
www.cambridgema.gov/visionzero



TURNING TRACTOR TRAILERS

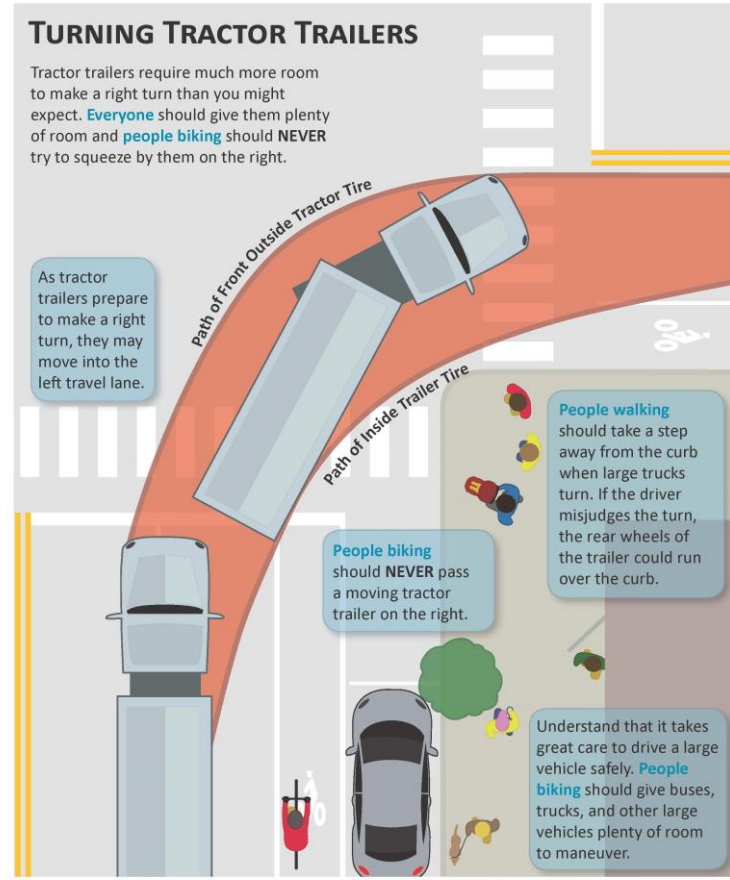
Tractor trailers require much more room to make a right turn than you might expect. **Everyone** should give them plenty of room and **people biking** should **NEVER** try to squeeze by them on the right.

As tractor trailers prepare to make a right turn, they may move into the left travel lane.

People biking should **NEVER** pass a moving tractor trailer on the right.

People walking should take a step away from the curb when large trucks turn. If the driver misjudges the turn, the rear wheels of the trailer could run over the curb.

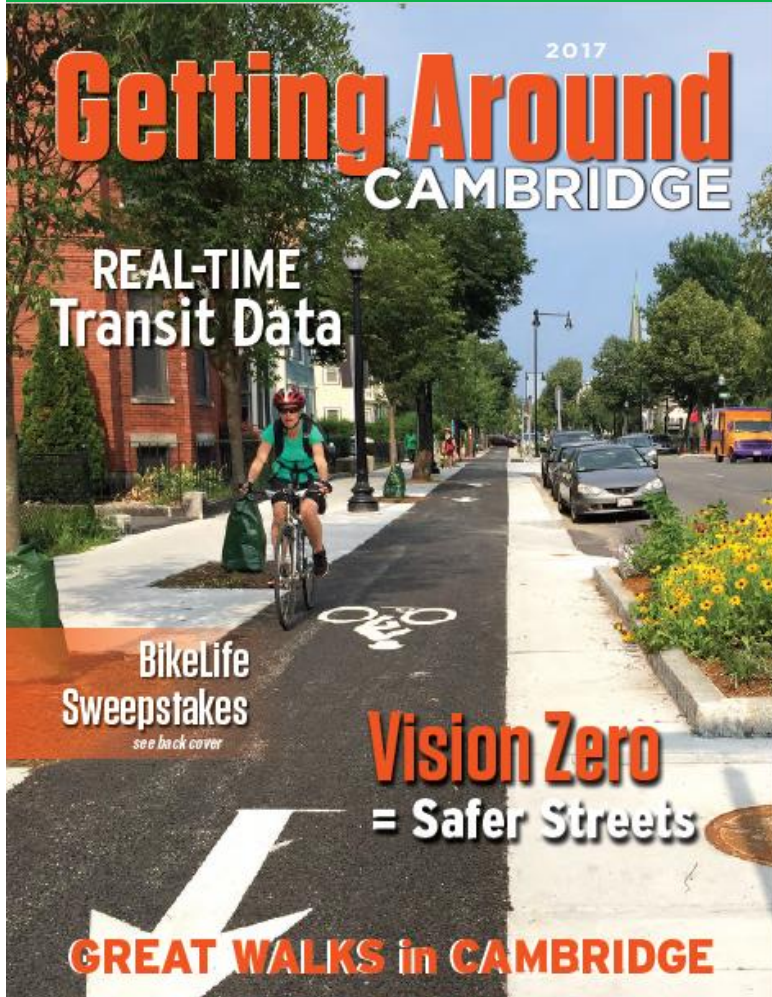
Understand that it takes great care to drive a large vehicle safely. **People biking** should give buses, trucks, and other large vehicles plenty of room to maneuver.



City of Cambridge
Massachusetts
www.cambridgema.gov/visionzero



Getting Around Cambridge Magazine



2017
Getting Around
CAMBRIDGE

**REAL-TIME
Transit Data**

**BikeLife
Sweepstakes**
see back cover

**Vision Zero
= Safer Streets**

GREAT WALKS in CAMBRIDGE



Vision Zero = Safer Streets

Eliminating Traffic Fatalities & Serious Injuries

Cambridge is a vibrant city! Living or working here provides endless opportunities to get out and enjoy the landscape and the City is working hard to ensure you can do so safely. Whether walking, biking, taking transit or driving, we need safe streets.

In March of 2016, Cambridge City Council adopted Vision Zero, a commitment to eliminate all traffic-related fatalities and serious injuries while increasing safe, healthy and equitable mobility. Since its adoption, the City has been developing an action plan that outlines the steps needed to get to zero.

A key component is lowering the speed limit from 30 mph to 25 mph within Cambridge. Speed is one of the most important factors in traffic safety; crashes that occur at lower speeds cause less injury. By lowering the speed limit to 25 mph, Cambridge joins many of its neighboring towns, including Somerville, Arlington and Boston, in making the entire region safer.

In addition, work is underway to make significant safety improvements at key locations in the city. The redesign and reconstruction of Inman Square, currently in progress, will make the intersection safer. In interim improvements, including bicycle markings and left-turn restrictions, are already in place. In Porter Square, improvements to the signal timing and design of the intersection at Mass Ave and Somerville Avenue will mean shorter wait times for everyone, simpler car movements, and fewer conflicts for people walking or biking. Through the Traffic Calming Program, which involves designing streets to encourage slower driving, safety improvements are implemented in neighborhoods throughout Cambridge.

The Cambridge Vision Zero Advisory Committee is committed to these projects. We need your help to make it all work: Slow down, pay attention, and get to your destination safely.

By the Traffic, Parking & Transportation Department

VISIT
cambridgema.gov/visionzero
to learn more about
what the City is doing
and find out how
you can help.

Complete Streets: Western Avenue

Western Avenue, located in Cambridgeport, is a model for the City's Complete Streets initiative. After two years of construction, the congested road reemerged as a safe area for people walking, biking, taking transit, and driving. The half-mile stretch features a raised cycle track that creates a protective buffer between car and bike traffic. New crosswalks, curb extensions and ample sidewalk space are also part of the design.

In 2015, Western Avenue was recognized as #1 of America's 10 Best New Bike Lanes by People for Bikes.



The Cambridge Bicycle Committee leads biannual community bike rides.

VISIT
cambridgebikes.org
for more information.


Cambridge Police Training

The Cambridge Police Department is committed to supporting and playing an active role in the adoption and implementation of Vision Zero to create safer streets for all commuters. In addition to utilizing a data-driven approach to enforcement and education throughout Cambridge, every officer in the CPD is learning about Vision Zero and adopting new practices as part of this year's annual in-service training curriculum.



Hubway Ads

Short days, short commute.
Bike this winter.



CambridgeMA.gov/WinterBiking
TW: @CDDat344
FB: /CDDat344
TW: @Hubway

CitySmart
0000
NOT FOR SALE


Get cozy,
share a lane.



CambridgeMA.gov/WinterBiking
TW: @CDDat344
FB: /CDDat344
TW: @Hubway

CitySmart
0000
NOT FOR SALE

Brighten up
your nights,
remember your lights.



CambridgeMA.gov/WinterBiking
TW: @CDDat344
FB: /CDDat344
TW: @Hubway


CitySmart
0000
NOT FOR SALE

Slow down
and see what
you're missing...



CambridgeMA.gov/WinterBiking
TW: @CDDat344
FB: /CDDat344
TW: @Hubway

CitySmart
0000
NOT FOR SALE



VENHA JUNTAR-SE À SUA
COMUNIDADE | COME JOIN
YOUR
COMMUNITY
BIKE IN CAMBRIDGE

www.cambridgema.gov/bike



快来加入在
您的社区 | COME JOIN
YOUR
COMMUNITY
BIKE IN CAMBRIDGE

www.cambridgema.gov/bike



COME JOIN
YOUR COMMUNITY
BIKE IN CAMBRIDGE

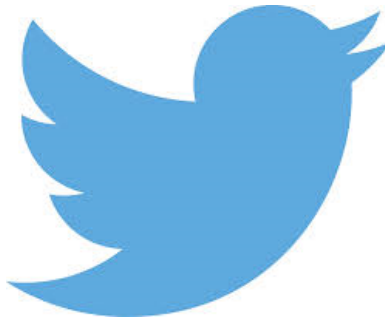
www.cambridgema.gov/bike



आउनुहोस् | COME JOIN
आफ्नो समुदायमा | YOUR
सहभागी बन्नुहोस् | COMMUNITY
BIKE IN CAMBRIDGE

www.cambridgema.gov/bike

Social Media



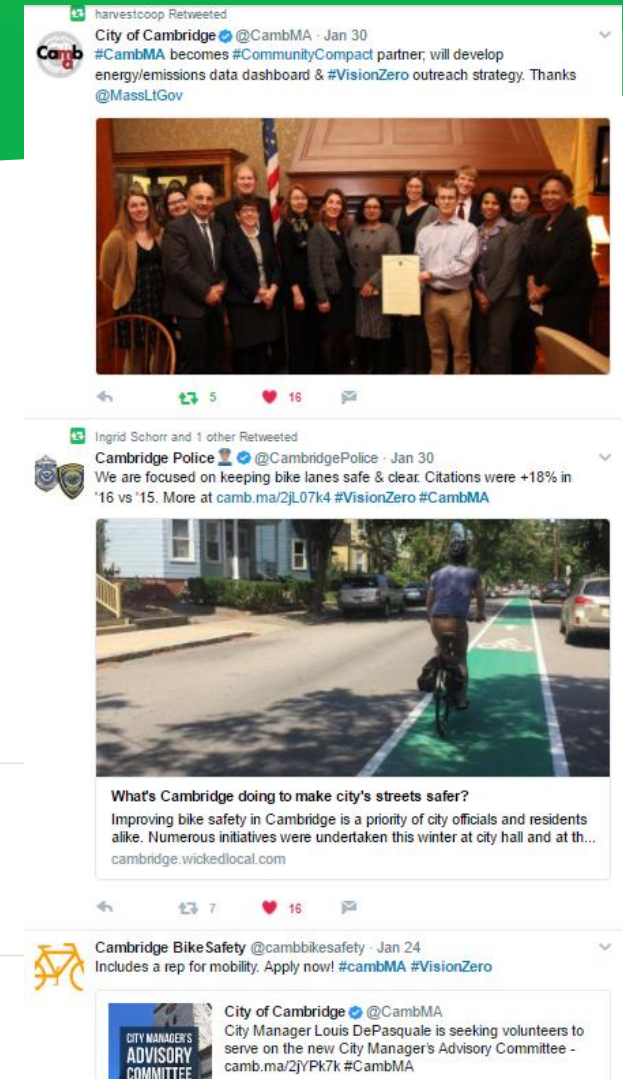
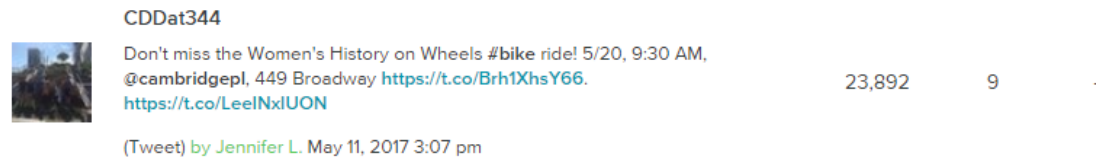
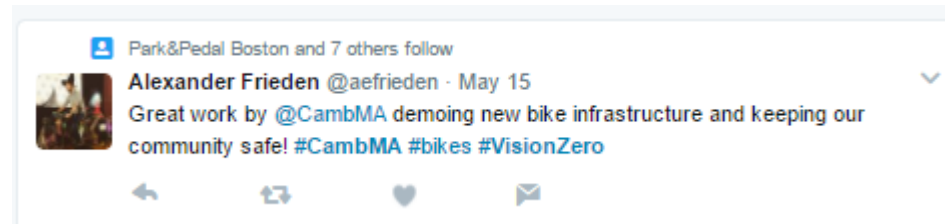
Instagram

Facebook - facebook.com/CDDat344

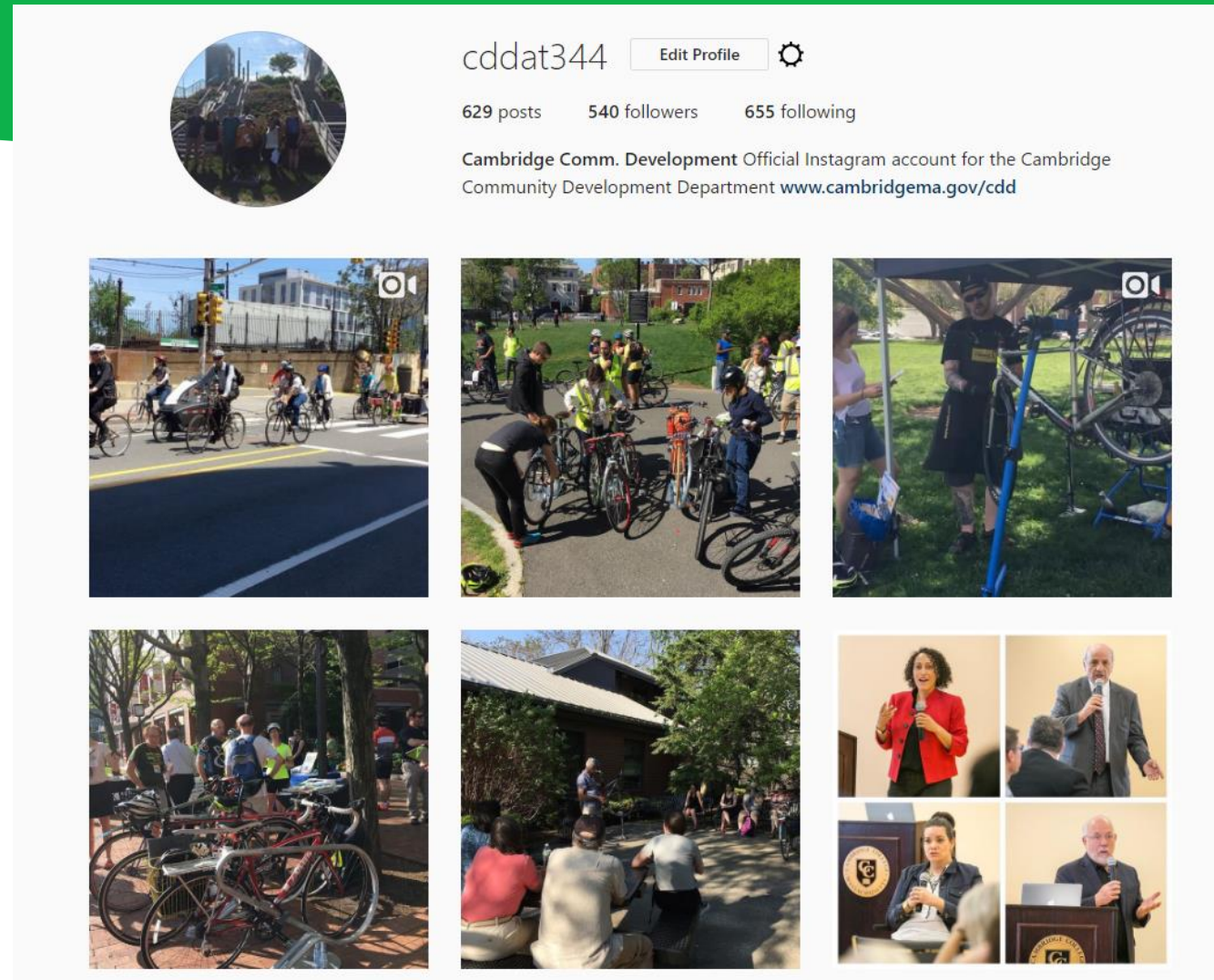


Like Comment Share

Twitter - twitter.com/CDDat344



Instagram – [instagram.com/cddat344](https://www.instagram.com/cddat344)



PARK(ing) Day



Mayor's Summer Youth Employment Program



Safe Routes to School



Bike Committee Rides



Partnerships

- ▶ Healthy Aging in Cambridge
- ▶ CitySmart at the Library
- ▶ Bike month with the Cambridge Police Dept.
- ▶ Cambridge Public Health Department
- ▶ Women's Commission
- ▶ Commission for Persons with Disabilities
- ▶ CRLS Bike Advocates
- ▶ PTDM & Voluntary Transportation Demand Mgmt
- ▶ Universities



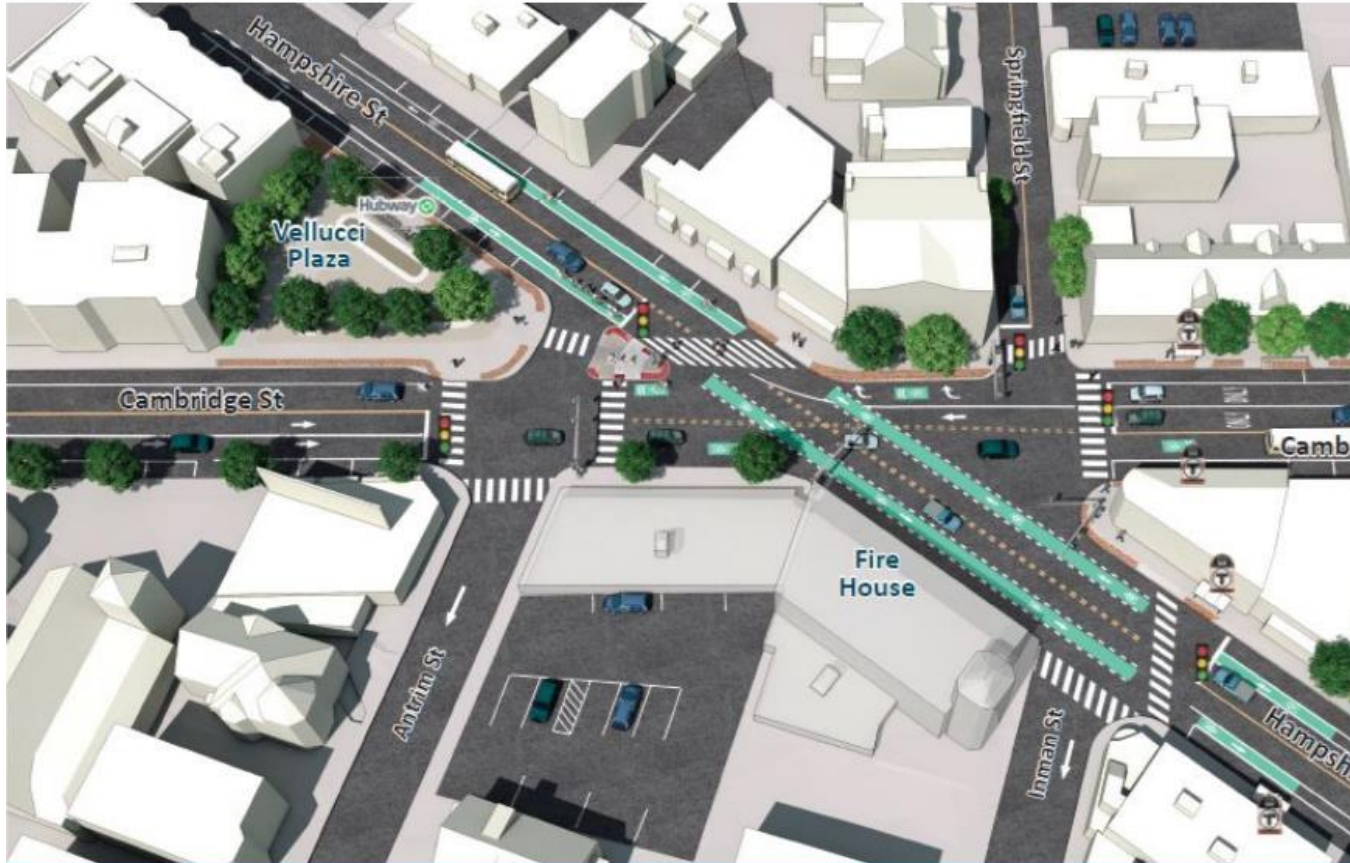
Current Safety Projects

Getting a running start on improving safety

Project Updates

- ▶ Inman Square
- ▶ Cambridge Street
- ▶ Mass Ave- Trowbridge to Quincy
- ▶ Brattle-Eliot to Mason

Inman Square Redesign



1. Crosswalks outside of desire lines and some not signal controlled
2. Existing geometry results in long distance for pedestrians and bikes to travel
3. No signal control for Hampshire Street Southbound turn to Antrim Street
4. Issues with clearance time for all users
5. Unclear lane control on Cambridge Street

Inman Square Redesign

Desired Outcomes



- Reduce exposure through more compact intersection design
- Minimize conflicts with turning vehicles
- Provide separation



- Reduce length of crosswalks and signal wait times
- Provide more direct crosswalk routing
- Provide improved pedestrian environment through landscaping and enhanced amenities



- Reduce unnecessary vehicular delay
- Provide clear guidance and lane controls
- Increase efficiency through more compact intersection design



- Reduce bus/transit delay
- Improve location of and access to MBTA bus stops



- Provide pedestrian plaza adjacent to businesses



- Maintain truck access through intersection



- Maintain protected firehouse egress/access

Inman Square Redesign



 **Signalized Concept**

Cambridge Street Bike Safety Demonstration Project

Harvard Square to Inman Square

from Quincy Street to Fayette Street



Cambridge Street Bike Safety Demonstration Project

1. Create one-way separated bike lane on each side of the roadway using existing pavement and curb-to-curb width
2. Narrow travel and parking lanes, and remove some parking
3. Delineate lane with pavement markings, signs, and flexible delineator posts



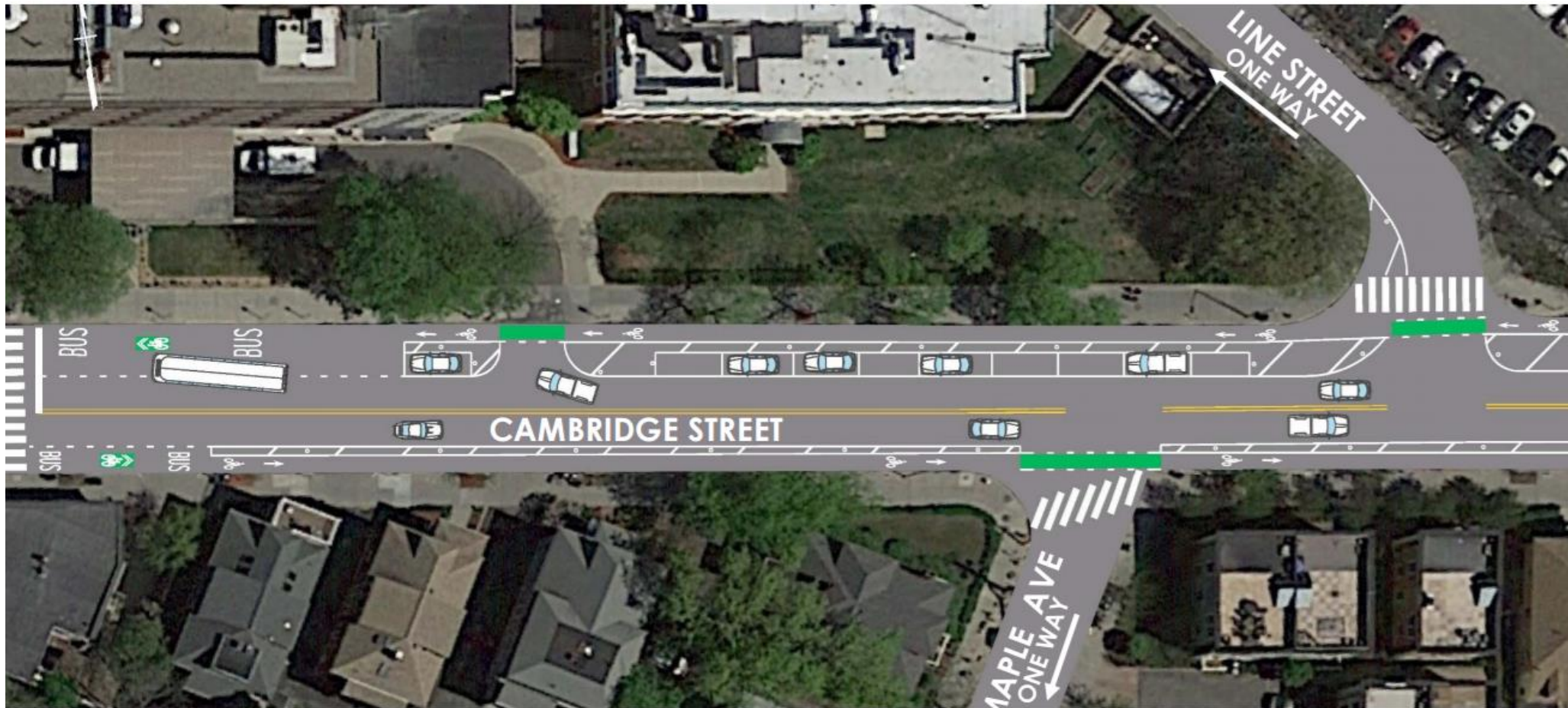
Materials Palette



- ✓ Signage
- ✓ Pavement markings
- ✓ Flexible delineator posts

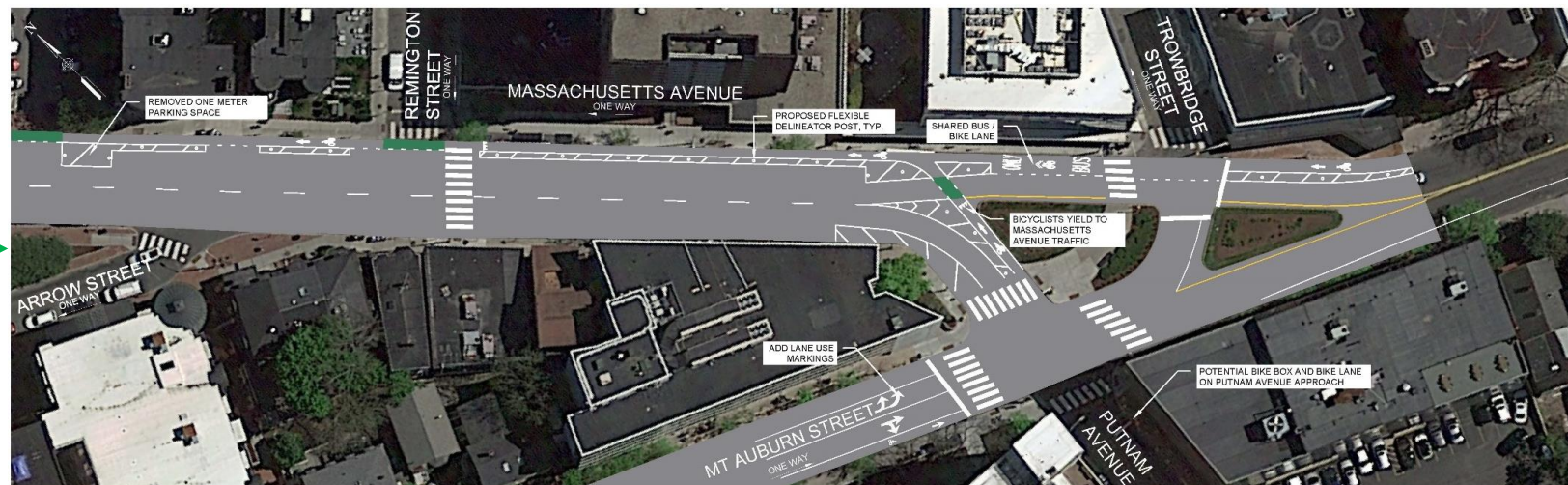
Cambridge Street Bike Safety Demonstration Project

Sample Block



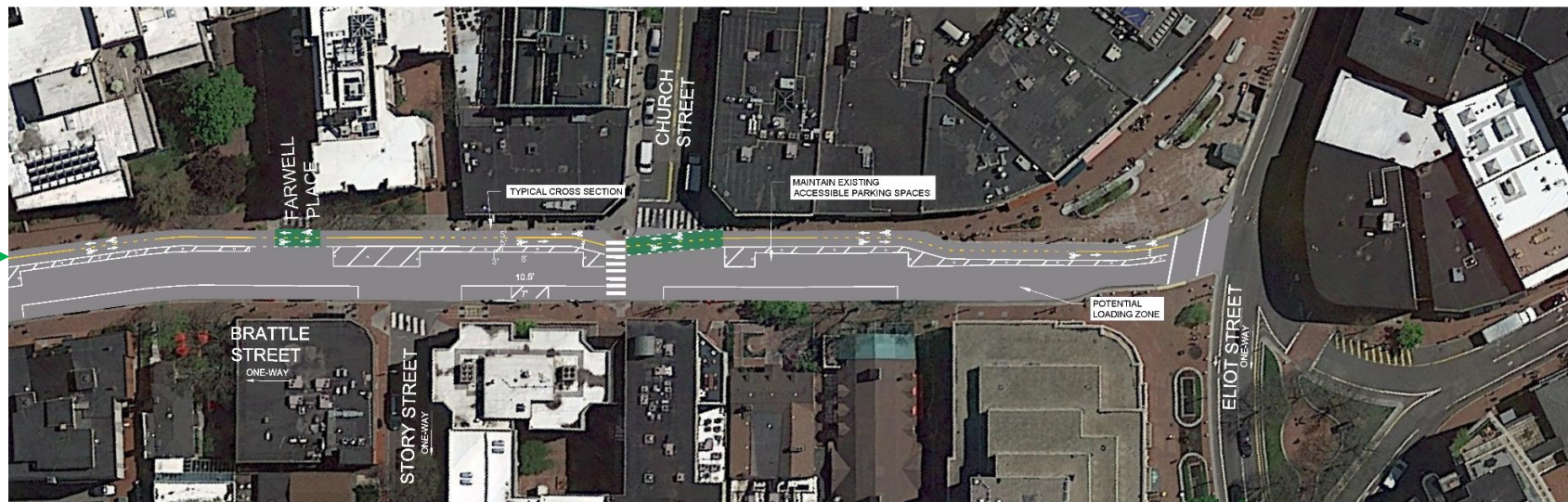
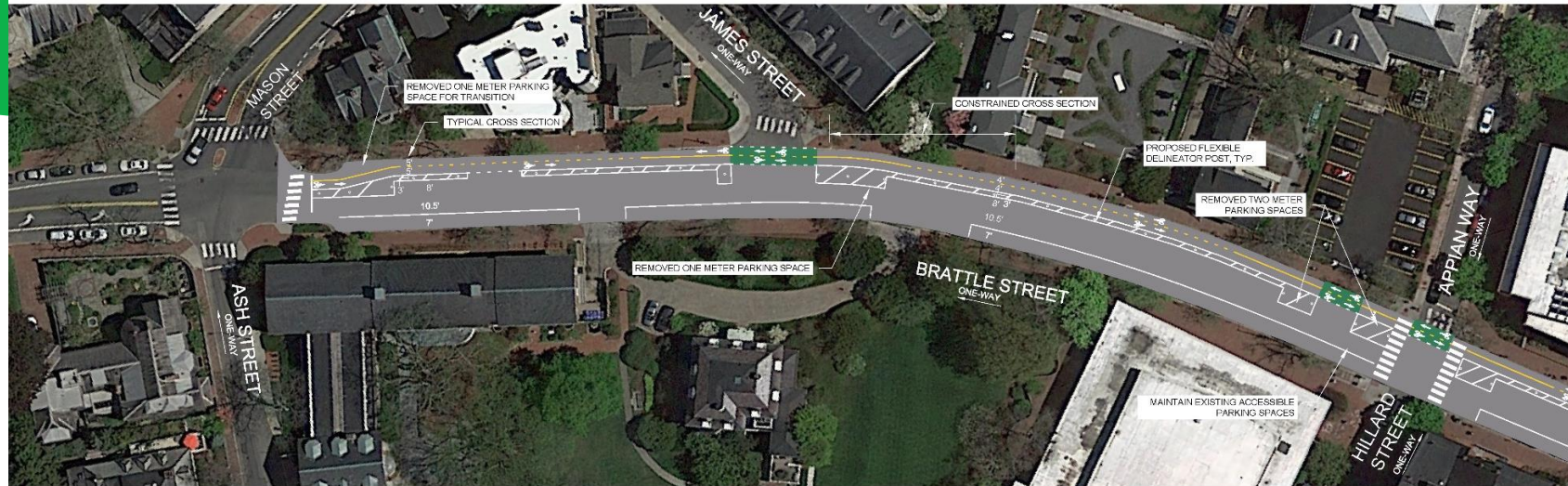
Mass Ave Separated Bicycle Facility

One-way separated bike lane -Trowbridge Street to Mason Street



Brattle Street Separated Bicycle Facility

North side two-way separated bike lane- *Eliot Street to Mason Street*





Data + Vision Zero

Looking at the numbers



Crash Trends and Locations

CAMBRIDGE POLICE DEPARTMENT
CRIME ANALYSIS UNIT

DEVON BRACHER, TRAFFIC ANALYST

LIEUTENANT DAN WAGNER,
CAU SUPERVISOR



3,000 CALLS

The Police Department receives around 3,000 Calls for Service to respond to motor vehicle crashes each year.

1,500 REPORTS

Of these Calls for Service, around 1,500 result in a police crash report. A crash report is taken when there is injury or the officer estimates over \$1,000 in property damage.



1 in 5 NEED EMS

About 300 crashes -- 1 in 5 reported crashes -- result in an injury serious enough to require EMS transport to the hospital.

17% NON-MOTORISTS

Around 160 reported crashes involve cyclists, and around 100 involve pedestrians. That means 17.3% of reported crashes involve non-motorists.



90 BIKE/PED INJURIES

Of the reported cyclist and pedestrian crashes, 90 require EMS transport to the hospital: 28% of bicycle crashes and 38% of pedestrian crashes (based on 2015-2016 only).

1-2 FATALITIES

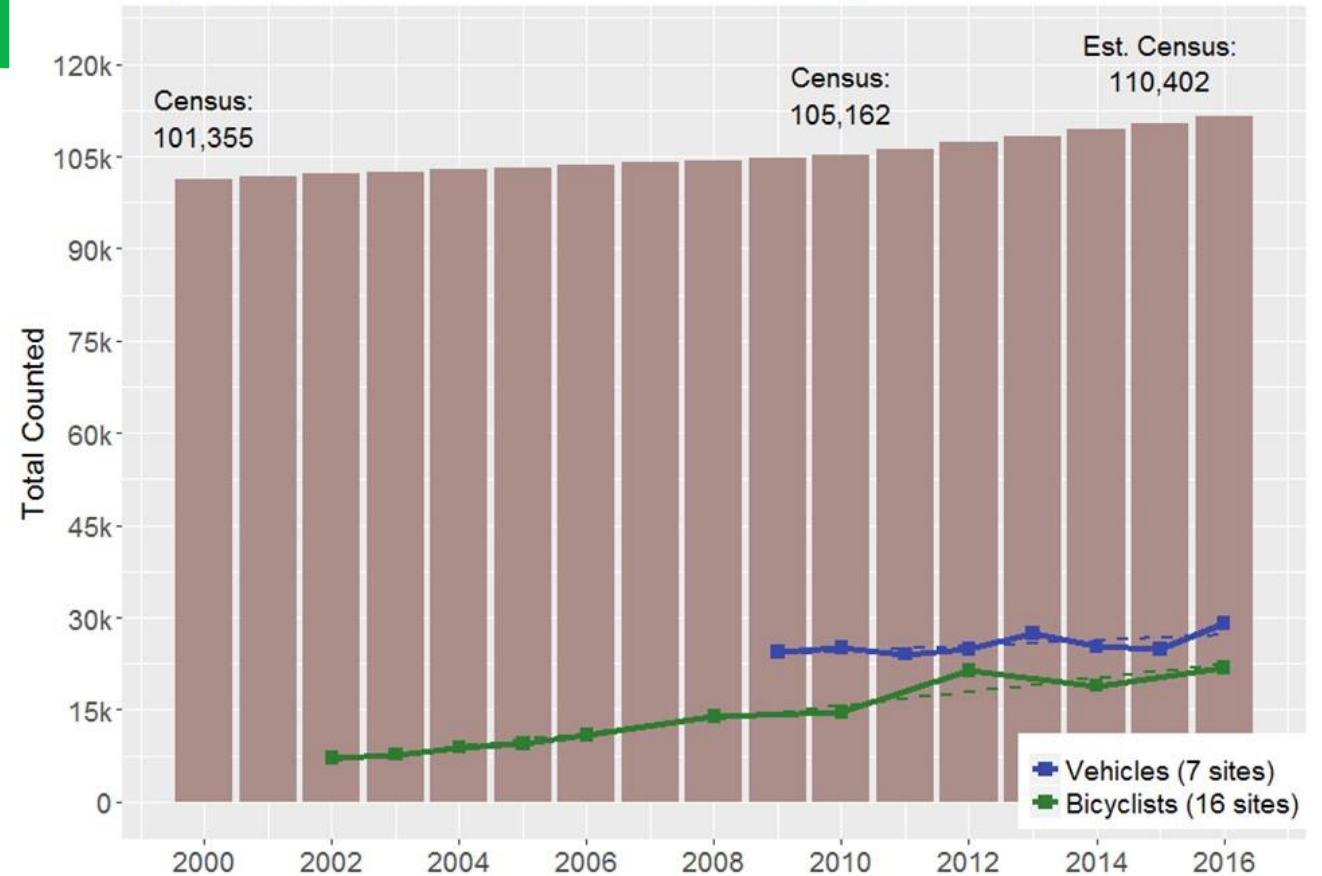
While some years have had more, the 10-year average falls between 1 and 2 fatalities per year



Population

- Consistent Population growth since 2000
- Decreasing proportion of residents and Cambridge-based workers commute by car
- Vehicle ridership is generally stable
- Increasing numbers of cyclists on the road
- Emphasis on *crash rates* to measure progress of Vision Zero efforts

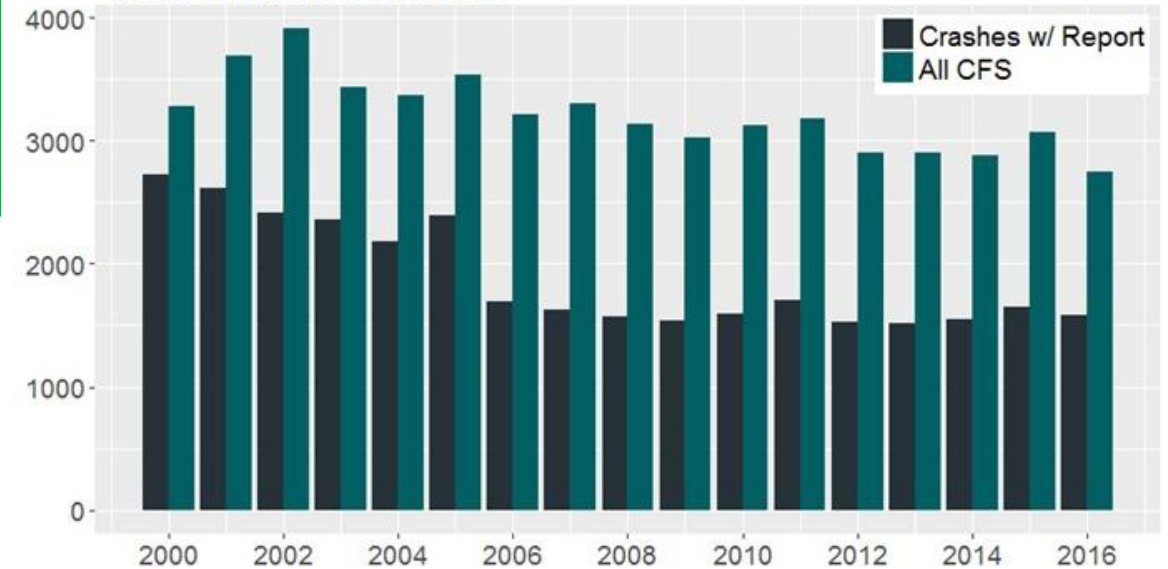
Population and Road Users in Cambridge



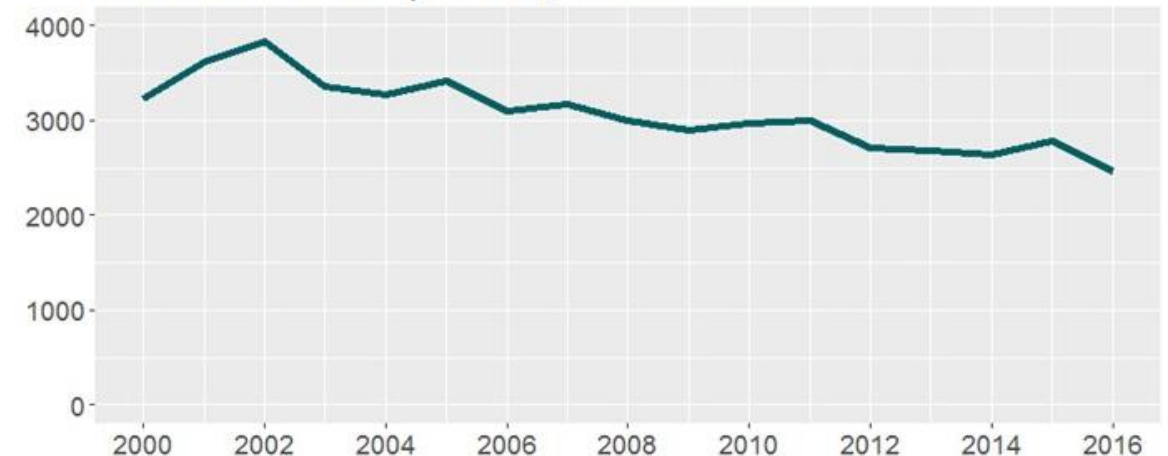
Calls for Service

- *Crash Call for Service* – any request of the Police Department for assistance related to a traffic collision
- Approximates the total number of collisions occurring within Cambridge jurisdiction
- Slight decline in total number of Crash CFS since 2000, but mostly steady since 2012
- Normalizing for population growth, notable decline in Crash CFS Rate since 2002

Crash Calls for Service



Calls For Service per 100,000 Residents

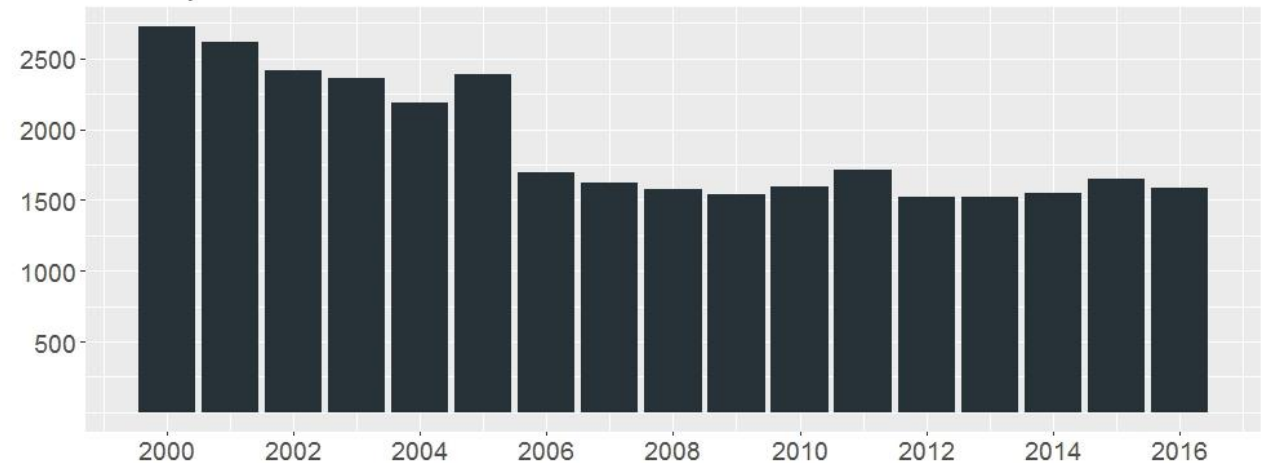


Reportable Crashes

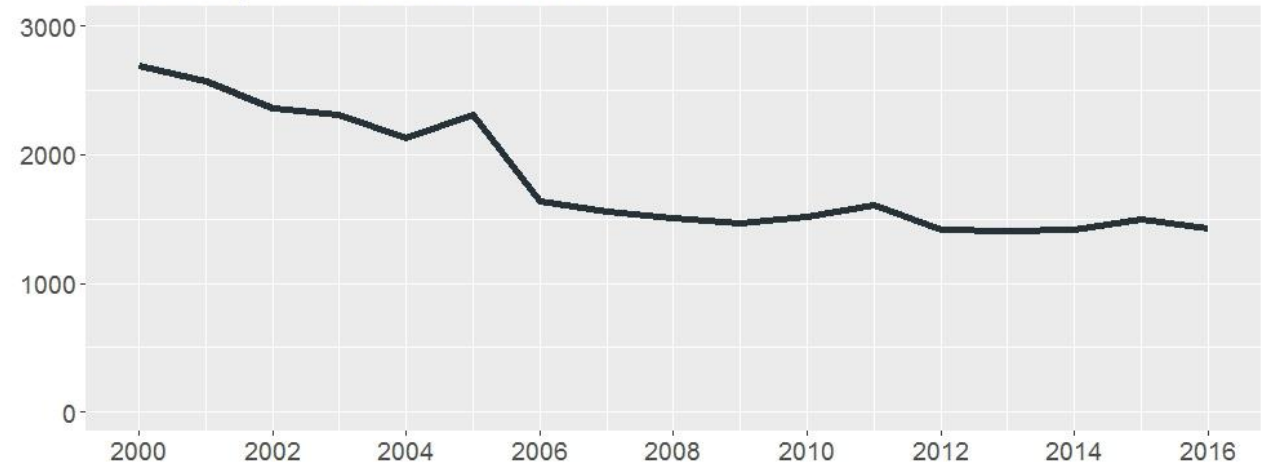
- *Reportable Crash* – any crash that results in injury or a minimum of \$1,000* of property damage (MA General Law)
- Number and Rate of Reportable Crashes falling since 2002
- Sharp decline in mid-2000s coincides with changes in state-wide crash data collection form

*Note: Dollar value unchanged since 1985 and subjective to the reporting officer

All Reportable Crashes



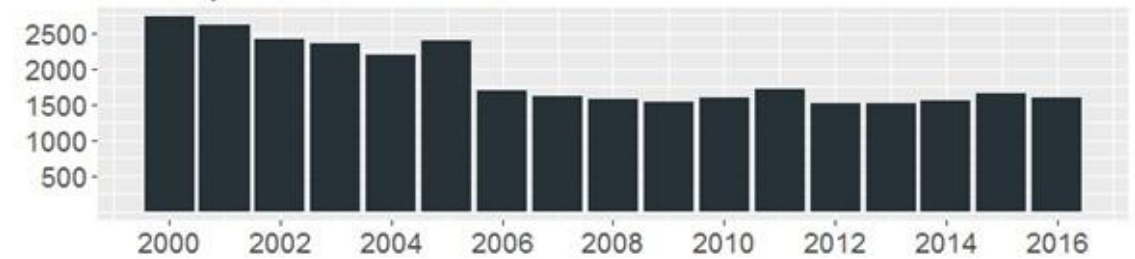
Crashes per 100,000 Residents



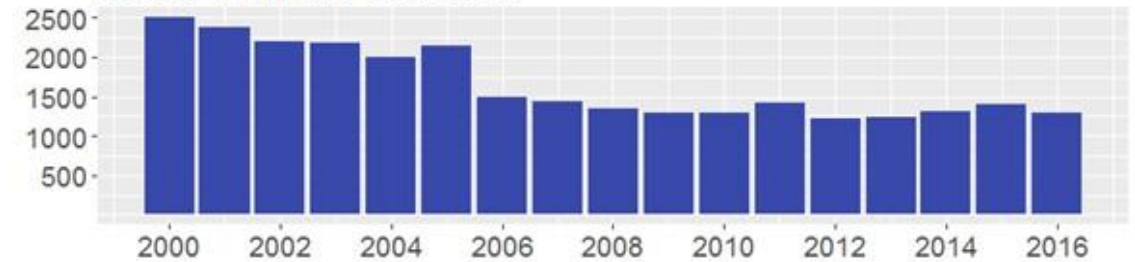
Crashes by Type

- Motor Vehicle Crashes (83%) generally declined
- Pedestrian crashes (6.7%) variable but mostly steady
- Bicycle crashes (10.7%) increased through mid-2000s, but generally declining in recent years
- Normalizing for increases in bike ridership, bicycle crashes have been more steady with a general downward trend

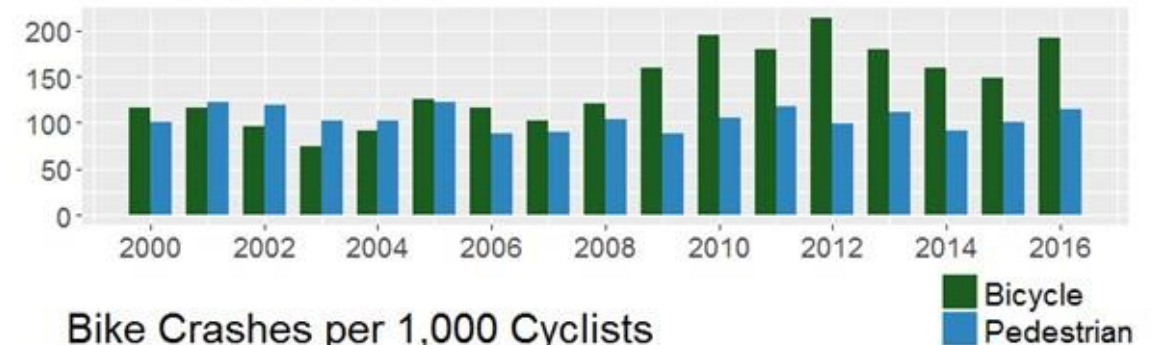
All Reportable Crashes



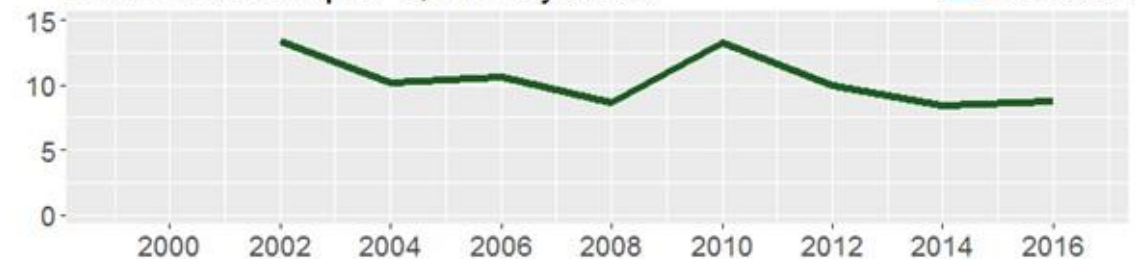
Motor Vehicle Crashes



Non-Motor Vehicle Crashes

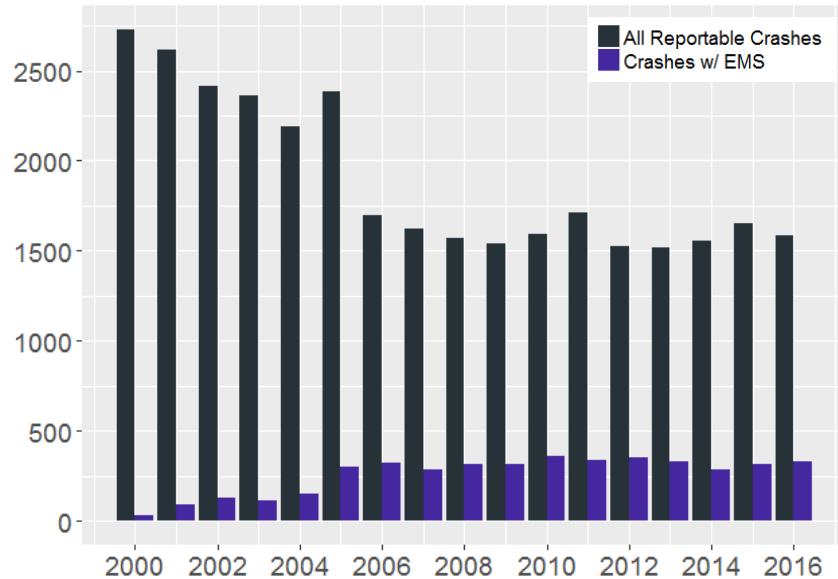


Bike Crashes per 1,000 Cyclists

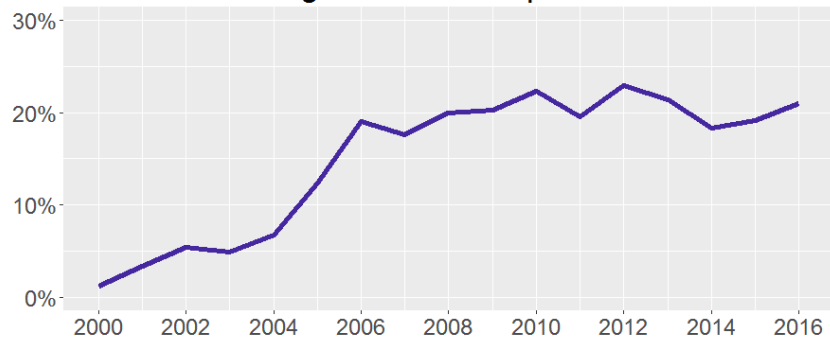


Crashes by Injury

Crashes Resulting in EMS Transport

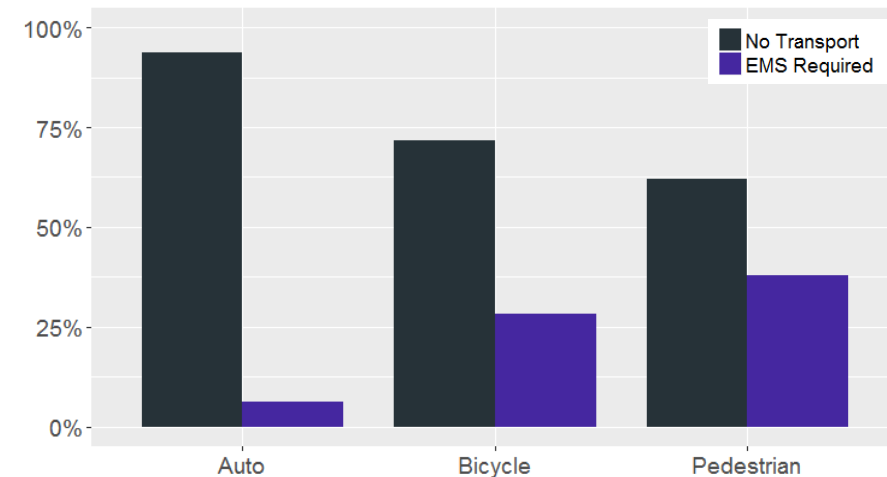


Percent Resulting in EMS Transport



- Approximate crashes with injury as crashes requiring EMS transport to the hospital
- EMS transports increased in early 2000s, despite decreases in reportable crashes
- Increase coincides with increase in bike ridership and pedestrian activity
- Non-motorists are the most vulnerable users

Percent of 2015-2016 Crashes with EMS



Locations with High Incidence of Injury

➤ Motor Vehicle Crashes:

- Distracted driving, erratic behavior (running red lights/stop signs)
- Cambridge & Fifth, Broadway & Hampshire/Prospect

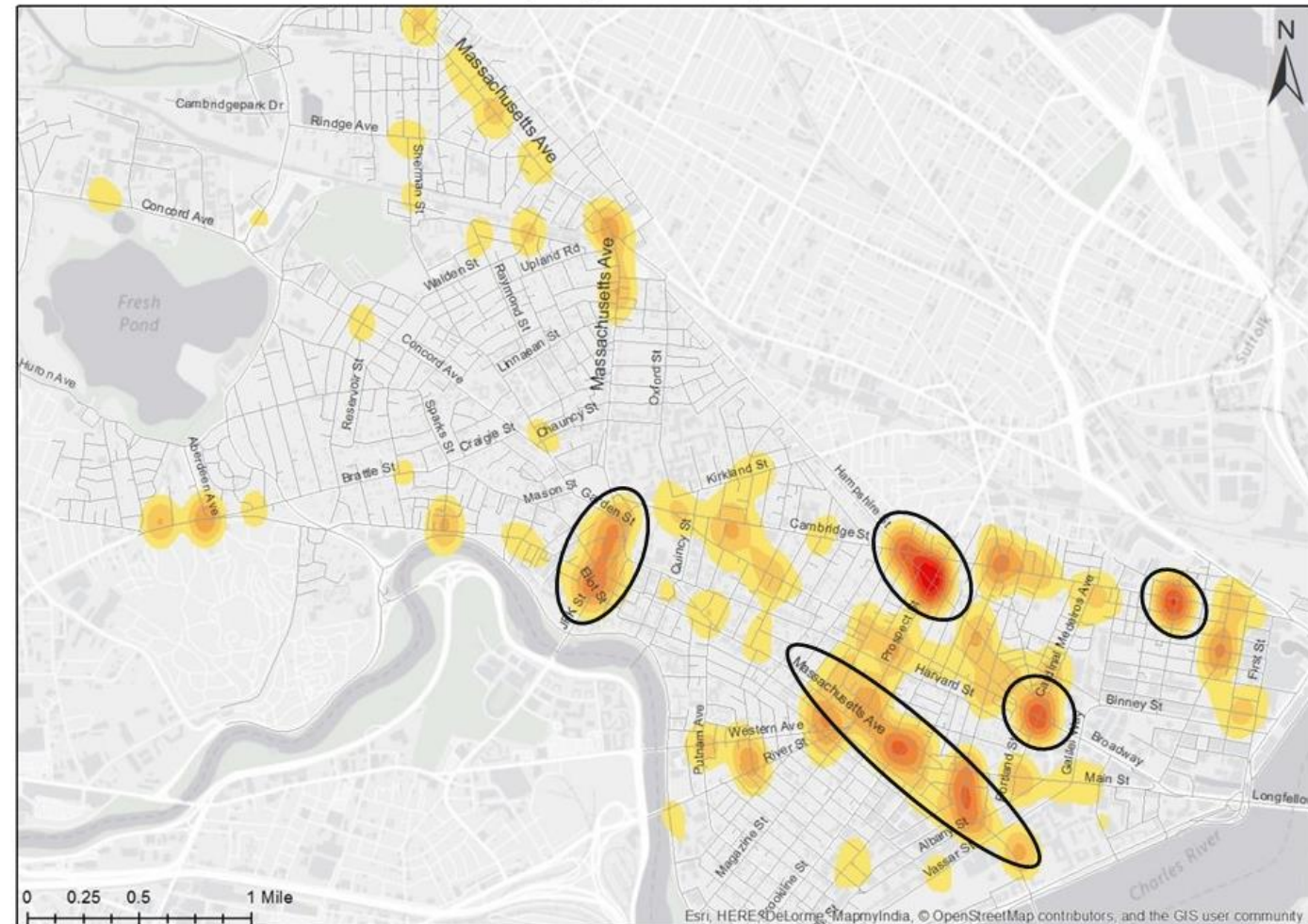
➤ Bicycle Crashes:

- Turning hooks, doorings
- Inman Square vicinity, Broadway & Hampshire, and Mass Ave near MIT & Central Square

➤ Pedestrian Crashes:

- Turning hooks, motorist failing to stop at crosswalk
- Harvard Square vicinity, Mass Ave near MIT and Central Square

Crashes Requiring EMS Transports 2015-2016



Conclusions

- **The total number of crashes occurring in the city has declined since the early 2000s, even as population and number of vulnerable road users have increased.**
- Normalizing for increases in bike ridership, the bike crash rate has declined since 2010, with more variability prior to 2010.
- A small portion of crashes require EMS transport to the hospital – about 20% of crashes since 2010. Approximately half of crashes requiring EMS transport involve non-motorists.
- Areas that are heavily trafficked by cyclists and pedestrians have higher incidence of crashes requiring EMS transport to the hospital, such as the Inman Square vicinity and along Massachusetts Avenue near MIT and Central Square.

Questions and Feedback Welcome

Devon Bracher, Traffic Analyst
DBracher@CambridgePolice.org

Lt. Dan Wagner, CAU Supervisor
DWagner@CambridgePolice.org

Crime Analysis Unit
CrimeAnalysis@CambridgePolice.org
(617) 349 – 3390



Vision Zero Action Plan

Getting to Zero

What is the Action Plan?

- ▶ Blueprint of actionable steps to get to Zero
- ▶ Living document
 - ▶ revisit regularly
 - ▶ Will change with input from Advisory Committee
 - ▶ Will change with input from the public
- ▶ Track progress

Action Plan: Vision Zero Working Group

- ▶ Drafted by the **Vision Zero Working Group**, an internal City committee made up of staff from all departments that play a roll in Vision Zero:

- Cambridge Public School
- City Manager's Office
- Commission for Persons with Disabilities
- Community Development
- Health and Human Services Programs
- Licensing
- Personnel
- Police Department
- Procurement
- Public Health
- Public Works
- Traffic, Parking + Transportation

Action Plan: 7 high level commitments

► To reach Vision Zero we will.....

.....*design and operate safe streets*

.....*improve large vehicle, taxi/for-hire vehicles, and TNC safety*

.....*ensure equity*

.....*lead by example*

.....*engage the public*

.....*create partnerships*

.....*measure our progress*

Design and Operate Safe Streets

- ▶ ***The City will design and operate our streets to ensure that people of all ages and abilities can walk, bike, use transit and drive safely.***

- ▶ ***Action Steps:***

- Lower default speed limit to 25 MPH
- Special Slow Speed Zones
- Safer Pedestrian Crossings
- Establish Rapid Response Protocol for fatalities and serious injuries.
- Grow network of separated bike lanes
- Traffic Calming
- Improve safety for all modes in City squares
- Changing infrastructure, roadway layout, and curb usage to prevent stopping and parking in bike lanes, crosswalks, and pedestrian ramps.
- Enforcement
- Enhance intersection safety
- Safe Routes to Transit

Improve Large Vehicle, Taxi/For-Hire Vehicles, and TNC Safety

- ▶ ***The City will minimize the negative impacts of large vehicles, taxis/for-hire vehicles, and Transportation Network Company vehicles, while ensuring they can provide necessary services to Cambridge residents, students, workers and visitors.***

- Improve understanding of impacts of large vehicle delivery in Cambridge
- Increase adoption of truck side guards in Cambridge
- Truck safety education for people who walk or bike
- Tour Bus Safety
- “Watch for Bikes” stickers
- Coordination and education for TNCs and car share companies.

Ensure equity in Vision Zero

► ***The City will ensure all Vision Zero efforts protect people of all ages and abilities, paying particular attention to vulnerable and underserved populations, and help to promote equity and inclusiveness.***

- Create specialized traffic safety training programs and educational materials for vulnerable populations.
- Complete roll-out of Accessible Pedestrian Signals
- Continue use of *Five Year Plan for Streets and Sidewalks* to improve safety, accessibility, and mobility for all residents
- Safe Routes for Seniors and Persons with Disabilities
- Ensure all Vision Zero outreach and communication efforts reach underserved and vulnerable residents
- Safe Routes to Schools

Lead by Example

► ***The City will lead by example in all things related to traffic safety. City policies and actions will reflect our commitment to Vision Zero.***

- Renewed focus on safety in City operations
- Ensure that City employees are operating vehicles in the safest manner possible.
- Review crashes involving City employees conducting City business.
- Develop and pilot general employee training on Vision Zero and rules of the road.
- Vision Zero training for all Cambridge Police Officers.

Engage the public on Vision Zero

► ***The City will engage the public to gather feedback on traffic safety related concerns and priorities, educate and change behaviors to improve public safety and public health***

- Establish a standing advisory committee on Vision Zero
- Solicit feedback on traffic safety from the public
- Raise awareness of Vision Zero initiate to educate to educate and engage with community members
- Distribute "Watch for Bike" decals
- "Getting Around Cambridge" Magazine
- Support and expand Bike Month activities
- The City will build on its extensive portfolio of traffic safety educational opportunities for all residents who walk, bike, drive or take transit.

Create Partnerships

- ▶ ***The City will partner with universities, private businesses, and other local and state entities to improve traffic safety***

Create partnerships with Universities, Businesses, and Nonprofits

Partner with local municipalities, state and federal-level organizations

Partner with researchers to support safety related research and test safety related technology

Use Data to Direct Efforts and Measure our Progress

▶ ***The City will develop metrics to guide decision-making, measure progress on Vision Zero activities and share successes and challenges in a transparent way.***

- Ensure Vision Zero is a data-driven effort
- Make all Vision Zero related data available to the public
- Create a Vision Zero Safety Portal
- Develop key metrics to measure Vision Zero progress

Action Plan: Crosscutting Themes

- ▶ Data driven decision-making
- ▶ Equity
- ▶ Mode shift
- ▶ Collaboration
- ▶ Public health

Data Driven Decision-making

- ▶ In perhaps the most important crosscutting theme, the City will ensure that the policies we implement and the interventions we make are as effective as possible by leveraging data to guide policy and decision-making. The City will ensure that all elements of Vision Zero, from infrastructure improvements to changes in policy and strategy are evidence-based and data driven, and that their impacts are measured and evaluated for effectiveness, to inform future projects, and to achieve meaningful outcomes.

Equity

- ▶ While we have a commitment specifically related to ensuring equity in our Vision Zero efforts, we must be vigilant to consider issues of equity in every action we take related to Vision Zero. The Vision Zero process will consider equity in all planning and decision-making.

Mode share shift

- ▶ As we promote safe sustainable transportation, we acknowledge that shifting away from single occupant vehicles not only supports Citywide goals related to reducing greenhouse gas emissions and improving our environment, but also supports the safe operation of streets, the health of residents, visitors, and workers, and the growth of safe networks for people who walk, bike and use transit.

Collaboration

- ▶ Successful collaboration has been identified as one of the most important elements of Successful Vision Zero efforts require collaboration on every level. City department within the City, between government, advocates and residents, and partnerships with the private sector, not for profit organization and Public Health

Discussion

Goals

What does this Committee want to accomplish?

Housekeeping + Next Steps

- ▶ Email/Sharepoint site/OneDrive
- ▶ Meeting materials
- ▶ Action Plan for review
- ▶ Draft minutes
- ▶ Website
- ▶ Next meeting
 - ▶ Full Committee
 - ▶ Other



“

It's about saving lives, not about
saving seconds

”